ATLAS

MY FRIEND IRMA

OCT.
NO. 36

The famous C.B.S. TELEVISION and RADIO Laff-Riot!

10¢

my Friend Irma

I WANT MY MONEY BACK! I BOUGHT THIS *SWIM SUIT* HERE AND I *STILL* CAN'T SWIM!

SWIM SUITS

$75.00

$25.00

$75.00

DAN DE CARLO

ON SALE MONTHLY

CHEW *"SPECIAL FORMULA"*

CHEWING GUM!

Reduce

UP TO 5 lbs. A WEEK WITH DOCTOR'S PLAN!

NOW—at last—a new, scientific idea which guarantees you can lose as much weight as you wish—or you DON'T PAY A PENNY! The wonderful part is that it is so simple . . . so very easy and safe to lose those ugly, fatty bulges on hips, abdomen, chin, neck, bust, arms, thighs, legs, etc. The results of lost weight by normally overweight men and women are really amazing. No hardship, no exhausting exercises, drugs or laxatives. Here's the new, modern way to reduce . . . to acquire an improved figure and the slimmer, exciting, more graceful silhouette you've dreamed about. Simply chew Special Formula Chewing Gum and follow the Doctor's Plan. This tasty wholesome Chewing Gum possesses Sorbitol, is sugar-free, and reduces appetite. Sorbitol is a new discovery and contains no fat and no available carbohydrates. Just chew this delicious gum and reduce with the Doctor's Plan. If your heart's desire is a slender, beautiful attractive figure—if you want more popularity, friends, romance—then start today! Doctor's Plan will amaze you. Try it for only 10 days, then step on the scale. You will hardly believe your eyes. The important thing is to start . . . so MAIL COUPON BELOW TODAY!

FREE A full 12-day supply package will be given FREE with each order of 24-day supply for $2.00.

100% MONEY BACK GUARANTEE

Let your scale prove you can lose weight and acquire a slimmer attractive figure. A 10-day trial must convince you OR NO COST.

12-DAY SUPPLY ONLY **$1**

MAIL THIS COUPON

DOCTOR'S PLAN, DEPT. **Y-28**
P. O. BOX **787**, NEWARK 1, NEW JERSEY

Save postage. Doctor's Plan pays postage if you enclose payment now. (If c.o.d., postage and mailing charges extra.)

☐ I enclose $2 cash, check, or money order. Please rush the full 24-day supply PLUS the FREE 12-day package.

☐ I enclose $1. Please rush full 12-day package.

Please Print Clearly

NAME.....

ADDRESS.....

CITY..... STATE.....

ORDER TODAY—MAIL COUPON NOW!

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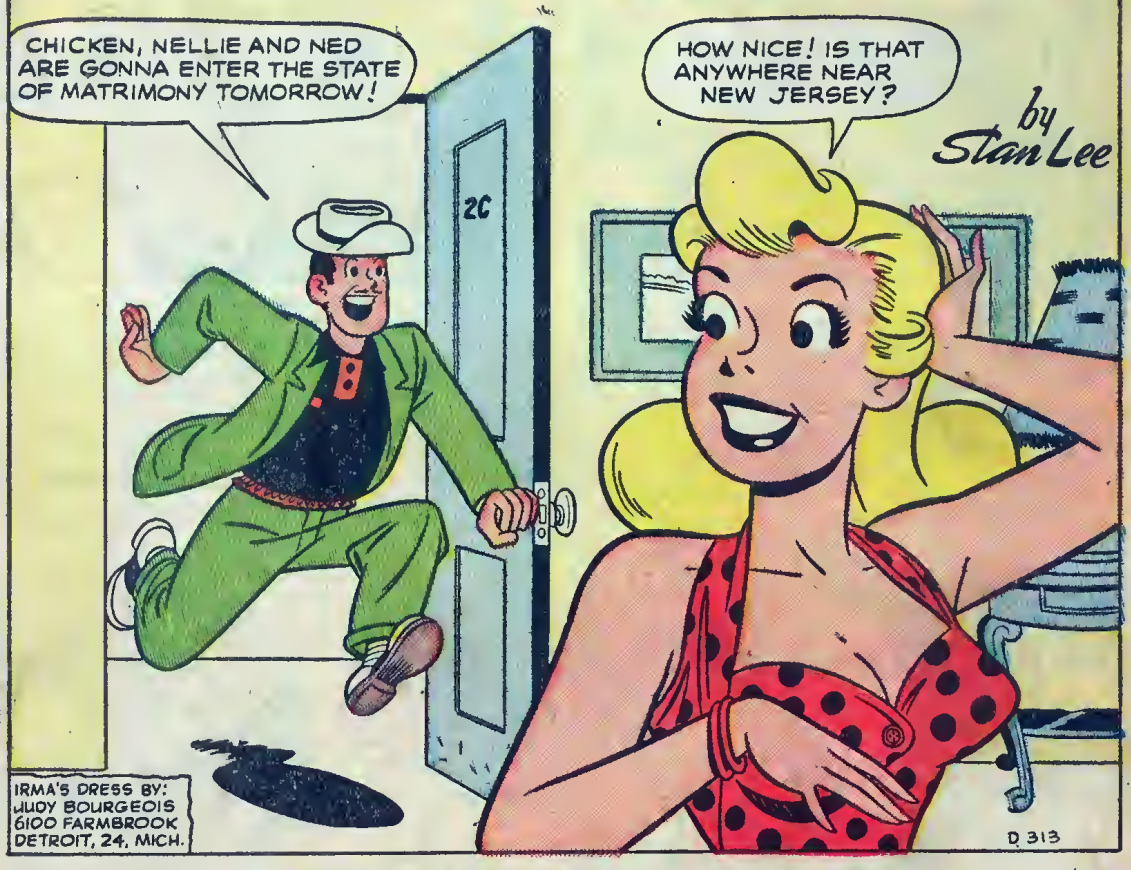
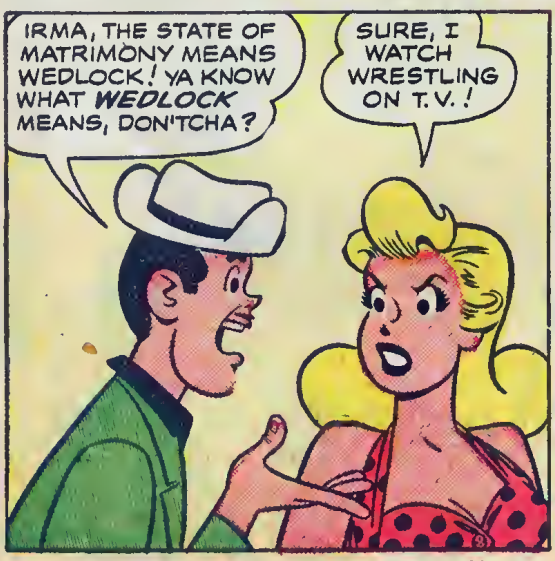
Printed in the U.S.A.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

by Stan Lee


CHICKEN, NELLIE AND NED ARE GONNA ENTER THE STATE OF MATRIMONY TOMORROW!
HOW NICE! IS THAT ANYWHERE NEAR NEW JERSEY?
2C
IRMA'S DRESS BY: JUDY BOURGEOIS 6100 FARMBROOK DETROIT, 24, MICH.
D 313

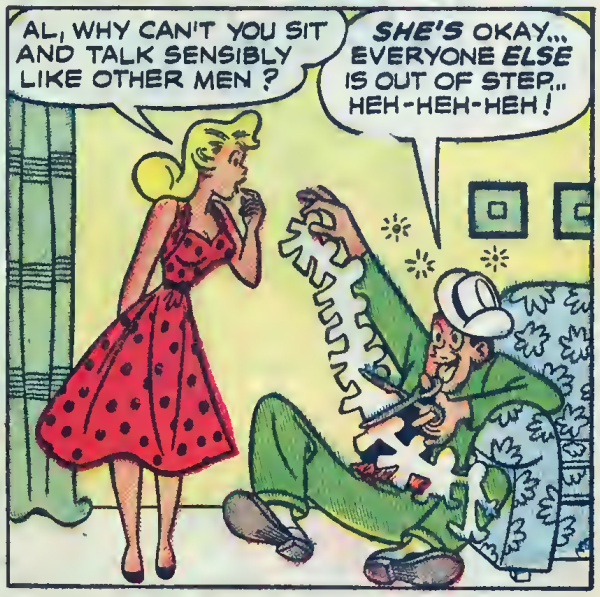


BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

LISTEN, I'LL START ALL OVER AGAIN... NELLIE AND NED ARE GETTING MARRIED, AND THEY WANT ME FOR THEIR BEST MAN!
WHAT'S THEIR BEST MAN GONNA DO WITH YOU?

BE QUIET AND LEMME FINISH, WILL YA?!!
(GULB!)

THEY WANT YOU TO BE MAID OF HONOR!!
I CAN'T BE MADE OF HONOR! I'M MADE OF FLESH AND BLOOD LIKE ANYONE ELSE!


AL, WHY CAN'T YOU SIT AND TALK SENSIBLY LIKE OTHER MEN?
SHE'S OKAY... EVERYONE ELSE IS OUT OF STEP.. HEH-HEH-HEH!

THE NEXT DAY, BRIGHT AND EARLY... WELL, EARLY, ANYWAY...
JANE... DO I LOOK GOOD ENOUGH IN THIS DRESS FOR A WEDDING??!!
WEDDING? WHOSE WEDDING?!

WELL, LAST NIGHT AL ASKED ME AND I SAID YES!
WHAT?!! WHY DIDN'T YOU TELL ME?!!

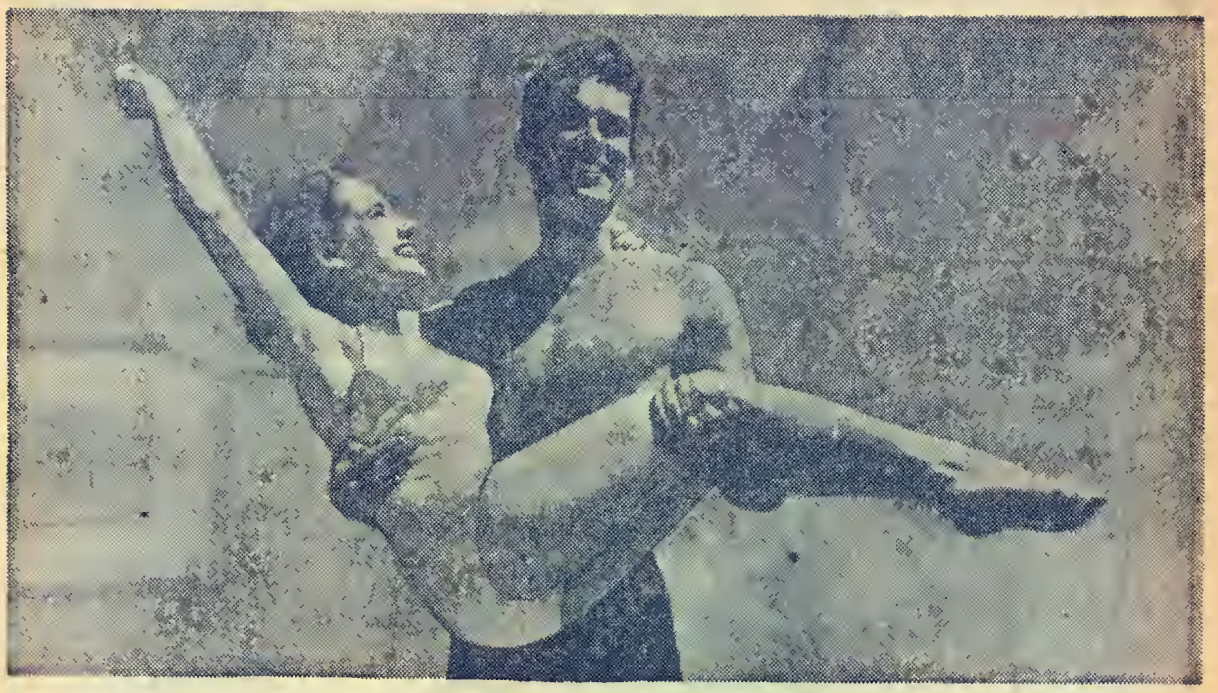
I DON'T THINK YOU'D BE INTERESTED!
NOT INTERESTED ??!! MY ROOMMATE... MY BEST FRIEND... MY CRAZY LITTLE MIXED-UP PAL... OF COURSE I'M INTERESTED! NOW WHAT'LL I WEAR TO THE WEDDING?
NOTHING... YOU'RE NOT INVITED!
I'M NOT ??!! WHY???
I DUNNO... I'LL ASK AL!
SO THAT'S THE WAY IT IS! OKAY, I WOULDN'T GO IF YOU PAID ME!
WHY SHOULD I PAY HER?
SLAM!
A FEW CONFUSED MINUTES LATER...
IRMA! JANE JUST TOLD ME THE NEWS! WHEN ARE YE MOVIN' OUT OF THE APARTMENT?
I'M NOT MOVING, MRS. O'REILLY! WHAT A SILLY IDEA!
2C
BUT WHAT ABOUT AL? WHERE WILL HE LIVE?
WHERE HE'S ALWAYS LIVED, I GUESS!
3

THINGS SURE HAVE CHANGED SINCE I WAS A GIRL!
HEY, CHICKEN... IT'S TIME FOR THE WEDDING!
I'LL BE RIGHT DOWN!
O'REILLY'S ROOMING HOUSE
AL, MY BOY! VY DIDN'T YOU TELLINK ME ABOUT THE VEDDINK?
IT'S NOT IMPORTANT, PROFESSOR!
ZO! IT'S NOT IMPORTANT, EH? YOU LOW-LIFER! IF YOU'RE NOD GOOT TO DOT GIRL, I'LL... I'LL...
OWWW! CUT IT OUT... YOU'RE SPLASHING MY HAIR TONIC!
IRMA, MINE LEETLE PAPOOCHNICK, IF HE'S NOD GOOT TO YOU, CALL ME!
WHAT SHOULD I CALL YOU?
I HOPE THIS DON'T TAKE TOO LONG... I GOT A DATE TO GO BOWLING WITH THE GUYS TONIGHT!
I HOPE SO, TOO! I WANT TO GO TO THE MOVIES TONIGHT!
DID YOU HEAR THAT?!
I'M GONNA FAINT! CATCH ME!
VOT DO YOU TINK, I'M JOE DIMAGGIO?
BUS STOP
4

AND SO, NOT SO LONG AFTERWARD...
ISN'T THIS EXCITING?
THROW YOUR RICE, CHICKEN!
JUST MARRIED
BOP!
YOU'RE SUPPOSED TO TAKE IT OUT OF THE BAG FIRST!!
THEY'RE TAKING A CRUISE ON THEIR HONEYMOON!
OH, I THOUGHT THEY WERE GOING ALONE!
JUST MARRIED
WELL, LET'S GO HOME AND GET OUTTA THESE MONKEY SUITS!
AH HA! I WONDERED WHO YOU RENTED YOURS FROM!
DAN DE CARLO
WELL, IRMA, HOW DOES IT FEEL TO BE MRS. AL DUGAN?
GOSH, HOW SHOULD I KNOW?
DID DOT SHNAKE-IN-DER-GRASS STAND YOU UP?
OH NO... I SAT DOWN JUST LIKE EVERYBODY ELSE!
5

WHERE IS AL NOW?
HE WENT HOME... HE'S WAITING TO GO OUT WITH THE BOYS!
BUT WHAT ABOUT YOU?
I'M NOT A BOY!
I NEVER THOUGHT YOU'D GET MARRIED WITHOUT ALL YOUR OLD FRIENDS! (SOB!)
THAT'S FOOLISH! HOW CAN I MARRY ALL MY OLD FRIENDS?
(SIGH!) IT WAS SUCH A LOVELY WEDDING! I WISH AL AND I WERE GETTING MARRIED, INSTEAD OF NELLIE AND NED!
YOU... YOU MEAN IT WASN'T YOUR WEDDING?!!
WE SHOULD HAVE KNOWN!
BAH! NOW I VON'T BE ABLE TO KISS DER BRIDE!
LATER THAT NIGHT...
GOSH, COOKIE... I WONDER WHEN WE'LL GET MARRIED!
WE CAN'T GET MARRIED... WE'RE BOTH GIRLS!
THUMP!
I DON'T KNOW WHICH IS HARDER TO TAKE... BEING MAD AT, OR BEING FRIENDLY WITH... MY FRIEND IRMA!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS



Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B_1, calcium phosphate and iron. If, like thousands of others, you are underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B_1, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable and easy to take. You will get the equivalent in Vitamin B_1 content of 34 cakes of average moist baker's yeast . . . the iron equivalent of 15 pounds of tomatoes or 1⅔ pounds of spinach or 9 pounds of boiled beets...and the calcium equivalent of ⅘ths pint of fresh cow's milk, the phosphorus content of 1 glass.

Remember, if you don't get a sufficient quantity of Vitamin B_1 in your daily diet, you may suffer loss of appetite. And without sufficient iron, the element that helps build rich red blood, you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.

SKINNY MEN ARE NOT ATTRACTIVE EITHER

. . . a skinny, scrawny body is no asset in social or business life. Give NUMAL a chance to build you up, put firm flesh on you.

Numal Must Please You or No Cost

So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

If loss of weight persists see your doctor

U. S. NATURE PRODUCTS CORP., 3560 Broadway, Dept.97-D New York 31, N.Y.

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.
3560 B'way, Dept.97-D, New York 31, N.Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman $2.00 plus C.O.D. charges and postage.

Name _____

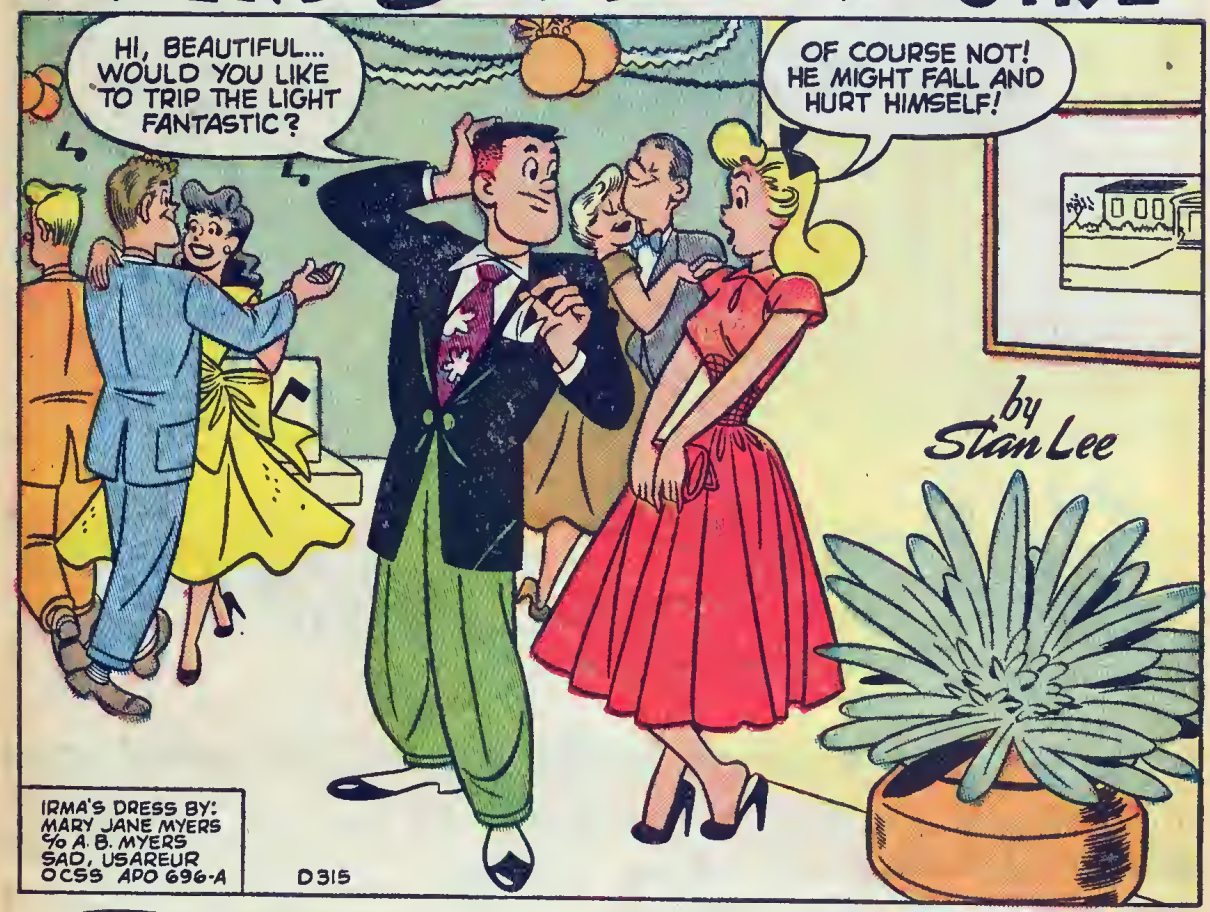
Address _____

City _____ Zone ___ State _____

NOTE: If you want to save all postal charges enclose $2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.

WHEN MY FRIEND IRMA WAS A GIRL


HI, BEAUTIFUL... WOULD YOU LIKE TO TRIP THE LIGHT FANTASTIC?
OF COURSE NOT! HE MIGHT FALL AND HURT HIMSELF!
by Stan Lee
IRMA'S DRESS BY: MARY JANE MYERS C/O A. B. MYERS SAD, USAREUR OCSS APO 696-A
D315

ONE OF US IS A MADMAN!
IT MUST BE YOU! I'M A WOMAN!

ATTENTION, PLEASE! WILL ALL THE GIRLS LINE UP FOR THE BIG CONTEST TO PICK "MISS CENTRAL HIGH SCHOOL"!

ARE YOU A CONTESTANT?
NO, I'M A SOPHOMORE!

THIS WAY, DEAR... LINE UP WITH THE OTHER GIRLS!
YES'M!

IRMA, YOU'RE STANDING THE WRONG WAY!
WHAT OTHER WAY IS THERE?
JUDGE

AND NOW, GIRLS... PRINCIPAL PADDLEFORD WILL PICK "MISS CENTRAL HIGH SCHOOL"!
THANK YOU, MISS GABBLE!
2

THE GIRL WHO WINS THE TITLE OF "MISS CENTRAL HIGH SCHOOL" WILL BE CHOSEN FOR BOTH BEAUTY AND BRAINS!
GOSH... THAT'LL MAKE IT TOUGH FOR ME!

I MAY NOT BE BEAUTIFUL ENOUGH!
!

GEE, I HOPE PRINCIPAL PADDLEFORD NAMES ME!
WHY? DON'T YOU HAVE A NAME?

IRMA, YOU'RE THE MOST MUDDLEHEADED GIRL I KNOW!
THANKS! THAT'S 'CAUSE I SHAMPOO IT EVERY WEEK!

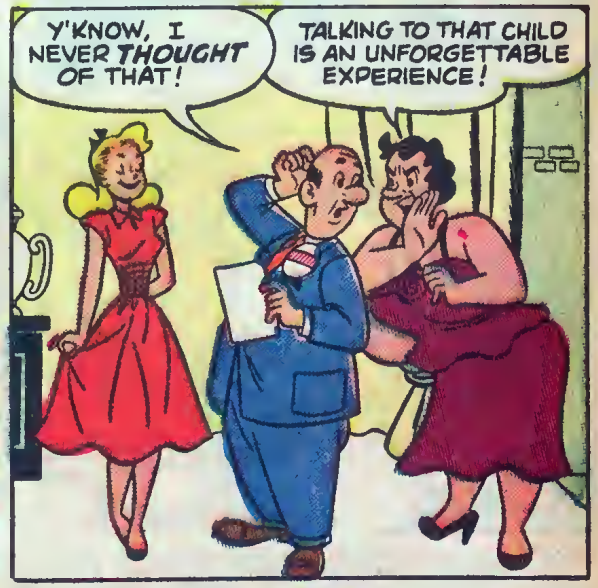
AND NOW WE COME TO YOU! MAY I HAVE YOUR NAME, MY DEAR?
DON'T BE SILLY! HOW WOULD YOU LIKE BEING CALLED "IRMA"?

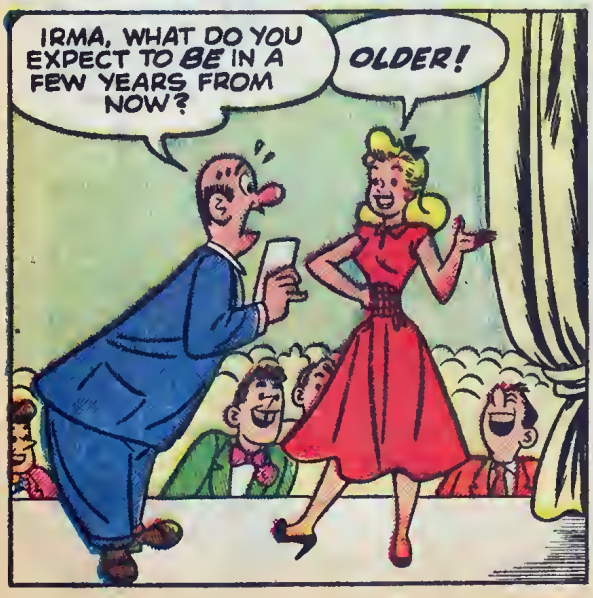
HER NAME IS IRMA PETERSON, SIR! YOU MUST HAVE HEARD OF HER!
YES... BUT I NEVER BELIEVED IT... TILL NOW!

MISS GABBLE, I THINK IRMA IS THE PRETTIEST GIRL HERE...NOW WE'LL HAVE TO TEST HER INTELLIGENCE!
YOU'LL HAVE TO FIND IT FIRST!

IRMA, I HAVE SOME QUERIES FOR YOU...
THANK YOU, PRINCIPAL PADDLEFORD, BUT I'VE ALREADY EATEN!

IF YOU KNEW THAT YOUR BOAT WOULD BE WRECKED ON A DESERT ISLAND...WHAT WOULD BE THE FIRST THING YOU'D TAKE?
A DIFFERENT BOAT!

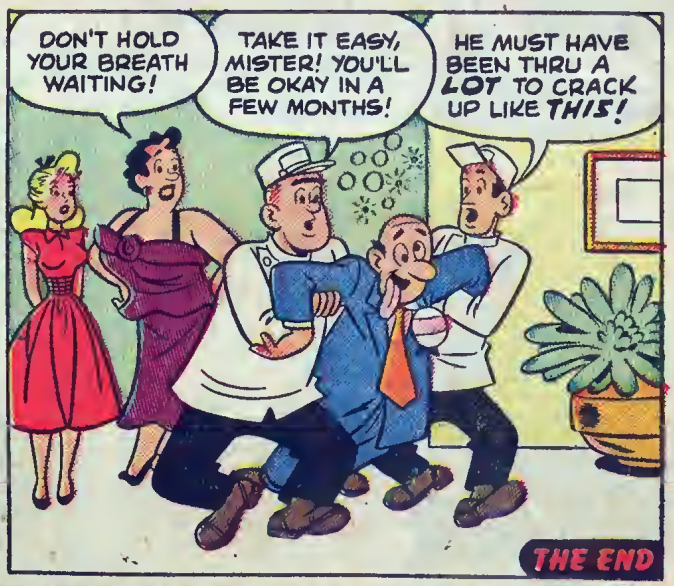

Y'KNOW, I NEVER THOUGHT OF THAT!
TALKING TO THAT CHILD IS AN UNFORGETTABLE EXPERIENCE!


IRMA, WHAT DO YOU EXPECT TO BE IN A FEW YEARS FROM NOW?
OLDER!

ARE YOU LOOKING FOR AN EARLY MARRIAGE?
WHY? IS ONE LOST?
4

A FEW HOURS LATER...

MISS GABBLE... WHEN IS PRINCIPAL PADDLEFORD GONNA DECIDE WHICH GIRL IS "MISS CENTRAL HIGH SCHOOL"?
I'LL GIVE YOU A LITTLE ADVICE, DEAR...
5


DON'T HOLD YOUR BREATH WAITING!
TAKE IT EASY, MISTER! YOU'LL BE OKAY IN A FEW MONTHS!
HE MUST HAVE BEEN THRU A LOT TO CRACK UP LIKE THIS!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

PRICE SMASH

20 DRESSES
(used)

ASSORTED in Silk, Wool, Cotton & Rayon
ALL SIZES in Good Condition
BUT NO LESS THAN 20 DRESSES
AT THIS BARGAIN PRICE

for $3.50

Ladies' BLOUSES

39c each
5 for $1.69
Assorted colors and styles in Silks — Crepes — Rayons — Acetates.

Ladies' Winter COATS

$1.89 each
2 for $3.59
All sizes with or without fur collars. These are in excellent condition. slight repairs needed

Ladies' SHOES
99c pair
3 for $2.69

Good quality Leathers and Fabrics. WILL GIVE MANY MONTHS OF GOOD WEAR.

QUILT PIECES
3 lbs — 99c
Large bundle of beautiful new cotton prints, checks, stripes and solids. All good size cuttings.

Ladies' SKIRTS
69c each
3 for $1.79

Full assortment of colors and styles. All Wools, Plaids and Mixtures.

Ladies' Spring COATS & TOPPERS

$1.29 each
2 for $2.39
Real Bargains in fine wool materials. Need slight repairs. For best selection order at once.

Ladies' SLIPS

49c each
5 for $2.29
Beautiful, well tailored slips that really give you value for your money

ORDER AT ONCE

RUMMAGE SURPRISE
Underwear, Coaties, Pajamas, Bloomers, etc. 20 useful articles at only $2.19

FREE!
With $5.00 Order or More
1 Pair of Ladies' Hose
MONEY BACK IF NOT SATISFIED

$1.00 Deposit MUST come with order. You pay postman balance plus COD and postage charges.
NO ORDER ACCEPTED FOR LESS THAN $3.00
A TRIAL ORDER WILL CONVINCE YOU OF OUR WONDERFUL BARGAINS

MAIL ORDER MART
160 MONROE ST. MC
NEW YORK 2, N. Y.

Please send following items, $1.00 deposit enclosed.

ITEM	SIZE	PRICE

☐ Give Hose size · if Order is $5.00 or more.

Name _____

Address _____

City _____ State _____

*No Order accepted without $1.00 deposit

Canada & Foreign - Full Payment with Order

My Friend IRMA
CHICKEN... YOU'RE AS REFRESHING AS A SUMMER SHOWER...
SIGH!
IRMA'S DRESS BY: CHRISTINE ANDERSON 5016 WILTON PL. LOS ANGELES, CALIF.
by Stan & Dan
C 929 (A)
YOUR VOICE IS AS GENTLE AS THE PATTER OF RAINDROPS..
YOU THRILL ME MORE THAN THE ROAR OF THUNDER OR THE FLASH OF LIGHTNING..
YOU...
WAIT! WHERE ARE YOU GOING?
I'LL BE RIGHT BACK!
IF YOU'RE GONNA KEEP ON TALKIN' THAT WAY, I WANNA GO HOME AND GET MY UMBRELLA!

IRMA'S DEPARTMENT OF UTTER CONFUSION!

HI FRIENDS,
HOW DO YOU LIKE *THAT?* I SPEND ALL DAY FISHING AND ALL I CATCH IS A TORN INNER TUBE! AL HAD A LOT MORE LUCK! THE TUBE *HE* CAUGHT WASN'T TORN! WE WENT FISHING IN ORDER TO RELAX AFTER THAT WEDDING WE WENT TO! WHAT A SILLY WEDDING IT WAS! THE JUSTICE OF THE PEACE SAID, "I NOW PRONOUNCE YOU MAN AND WIFE"... BUT EVEN *I* KNOW THAT'S NOT THE WAY TO PRONOUNCE *YOU!* OH WELL, EVERYBODY CAN'T BE AS SMART AS ME... IN FACT, IT'S EVEN HARD FOR *ME* TO BE!
SO LONG TILL NEXT MONTH!
YOUR FRIEND, *Irma*

HERE THEY ARE, KIDS! THIS MONTH'S WINNING IRMA-ISMS!

POSE AND OUTFIT BY:
ROSE TUPY
102½ W. 3RD
NORTHFIELD, MINN.

JANE: HAVE SOME MORE OF THIS ALPHABET SOUP, IRMA!
IRMA: NO THANKS, I CAN'T HOLD ANOTHER SYLLABLE!
SUBMITTED BY: LOLITIA BEATY
4280 JEFFERSON, GARY, INDIANA

MR. CLYDE: MISS PETERSON, YOU SHOULD HAVE BEEN HERE AT 9:00!
IRMA: WHY, DID SOMETHING HAPPEN?
SUBMITTED BY: CAROL DAGON, 216 E. 13 MILE ROAD, ROYAL OAK, MICHIGAN

AL: WHY ARE YOU TAKING THE LADDER TO THE STORE?
IRMA: BECAUSE THE PRICES ARE GOING UP!
SUBMITTED BY: BARBARA BROWN, 98 MORNINGSIDE AVE. NEW YORK, N.Y.

JANE: IT'S BEEN HALF AN HOUR SINCE I ORDERED THAT TURTLE SOUP!
IRMA: YES, BUT YOU KNOW HOW SLOW TURTLES ARE!
SUBMITTED BY: KAREN CASSELBERRY, 1321 W. 85TH ST. CLEVELAND, OHIO

AL: DID YOU COOK THIS DINNER WITH YOUR OWN TWO HANDS?
IRMA: NO, SILLY! I USED THE STOVE!
SUBMITTED BY: LOLA DARNELL, YORK, KENTUCKY

JANE: WHY ARE YOU SKIPPING, IRMA?
IRMA: MY DOCTOR TOLD ME TO TAKE TWO TABLETS LAST NIGHT AND SKIP TONIGHT!
SUBMITTED BY: GERALDINE SKINNER, RT. 4, BOX 225, WILSON, NORTH CAROLINA

D330

MORE WINNERS

SUSAN CLARK, 1515 BUTTE ST., CORNING, CALIF.
LORRAINE RAGSDALE, 3721 N. BOUVIER ST., PHILADELPHIA, PA.
SANDY MILLER, 375 E. 205TH ST., BRONX, N.Y.
SUE KENESSON, 1249 DUDLEY LANE, BOSSIER CITY, LA.
BERNADETTE GRACZYK, 1459 N. CLEAVER ST., CHICAGO, ILL.
CLAUDE WILSON, RT. 1, BOX 100, AVONDALE, COLORADO
BARBARA HEZELTINE, 700 ALTURAS, BOISE, IDAHO

SEND YOUR LETTERS TO:
CONTEST EDITOR
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.

NAME_____
ADDRESS_____
CITY-STATE_____AGE___

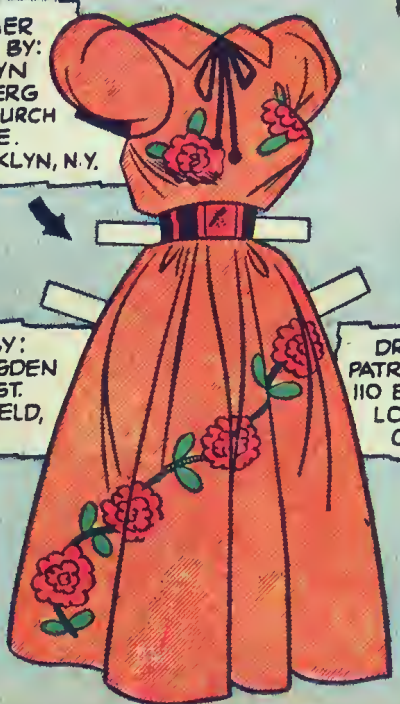
IRMA'S FASHIONS

POSE AND SWIM SUIT BY: JUDY SHEELY 1707 VIA EL PICADO, REDONDO BEACH, CALIF.

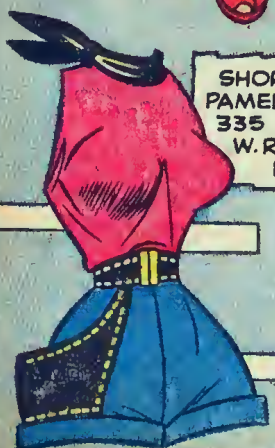
DRESS DESIGNED BY: LINDA COVEY 46 WOODLAND AVE. BLOOMFIELD, CONN.

DRESS BY: LINDA MEINER 950-46 ST. BROOKLYN, N.Y.

SUMMER DRESS BY: CAROLYN GOLDBERG 5210 CHURCH AVE. BROOKLYN, N.Y.



SHORTS BY: PAMELA OGDEN 335 N. 1 ST. W. RICHFIELD, UTAH



DRESS BY: PATRICIA BARATTA 110 ELMWOOD AVE. LONDON, ONT. CANADA

D 331

BECOME A MEMBER OF IRMA'S FASHION CLUB!

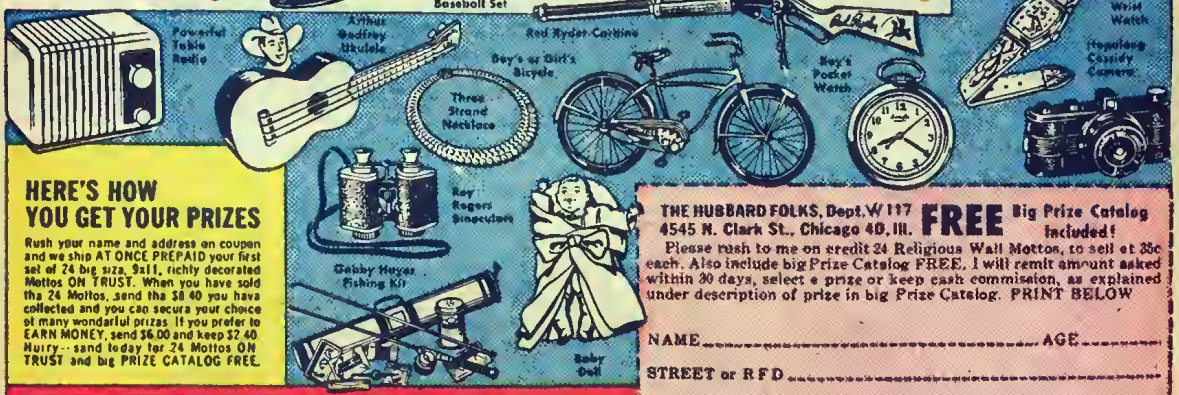
SEND YOUR FASHION IDEAS TO: "MY FRIEND IRMA" FASHION CLUB 270 PARK AVE. NEW YORK 17, N.Y.

BOYS, GIRLS, MEN, WOMEN!

The World Is On FIRE

Serve The LORD and You Can Have These Prizes!

We will send you the wonderful prizes pictured on this page . . . or dozens of others, such as rifles, jewelry, basketballs, silverware, home appliances, watches . . all WITHOUT ONE PENNY OF COST. Crime, sin, graft, wars are the greatest they have ever been. Our leaders say a reawakening of Christianity is needed to save us. You can do your share by spreading the gospel into every home in your community. Merely show friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or more to hang in every room. An amazing value only 35c sell on sight. Secure big, cash commissions or exciting prizes for selling just ONE SET of 24 Mottos. Big Prize catalog sent FREE! Serve the LORD and earn prizes you want.



HERE'S HOW YOU GET YOUR PRIZES

Rush your name and address on coupon and we ship AT ONCE PREPAID your first set of 24 big size, 9x11, richly decorated Mottos ON TRUST. When you have sold the 24 Mottos, send the $8.40 you have collected and you can secure your choice of many wonderful prizes. If you prefer to EARN MONEY, send $6.00 and keep $2.40. Hurry—send today for 24 Mottos ON TRUST and big PRIZE CATALOG FREE.

SEND NO MONEY . . . We Trust You

THE HUBBARD FOLKS, Dept. W 117
4545 N. Clark St., Chicago 40, Ill. **FREE** Big Prize Catalog Included!

Please rush to me on credit 24 Religious Wall Mottos, to sell at 35c each. Also include big Prize Catalog FREE. I will remit amount asked within 30 days, select a prize or keep cash commission, as explained under description of prize in big Prize Catalog. PRINT BELOW

NAME _____ AGE _____

STREET or R F D _____

TOWN _____ ZONE _____ STATE _____

Save 1 cent. filling in, pasting and mailing this coupon on a 2c Post Card today.

SOLID STERLING SILVER PHOTO RING

$1.98 SENT ON APPROVAL

SEND NO MONEY!

Just mail us any picture or snapshot with paper strip measured around ring finger.

We will mount under an exquisite transparency any snapshot of your loved one. Original returned. This luxurious ring, created by a leading designer of fine jewelry is made of solid sterling silver, not plated but SOLID STERLING SILVER. A unique keepsake of your loved one to treasure for years. Try ten days free. Hand tinted in natural flesh tones 50 cents extra. Pay postman only $1.98 plus few cents postage and tax. Order this popular fascinating ring now. Ring is also available in solid gold, not plated but SOLID GOLD, for $7.95.

GOLDMART Dept. GR
22 EAST 17th ST., NEW YORK 3, N.Y.

☐ Send C.O.D. (Silver Ring) ☐ I enclose $1.98 (Silver Ring)
☐ Send C.O.D. (Gold Ring) ☐ I enclose $7.95 (Gold Ring)
☐ Please hand tint ring selected.

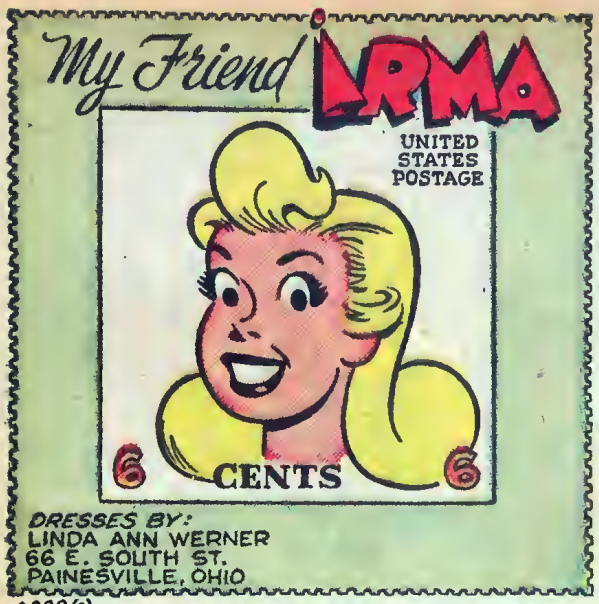
Name _____

Address _____

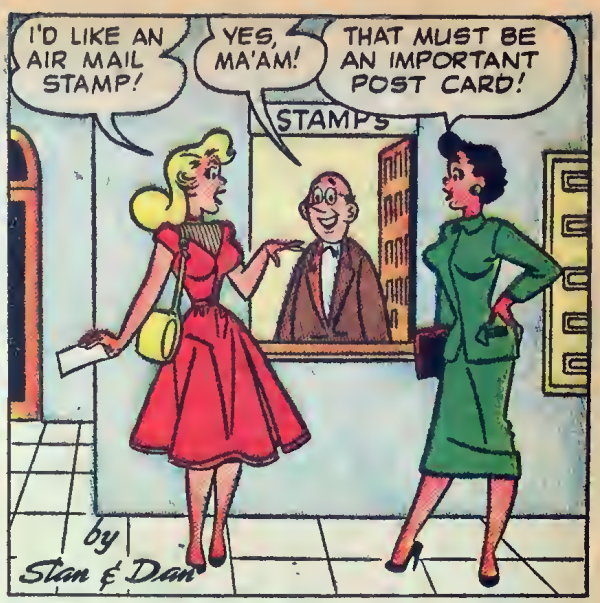
City _____ State _____

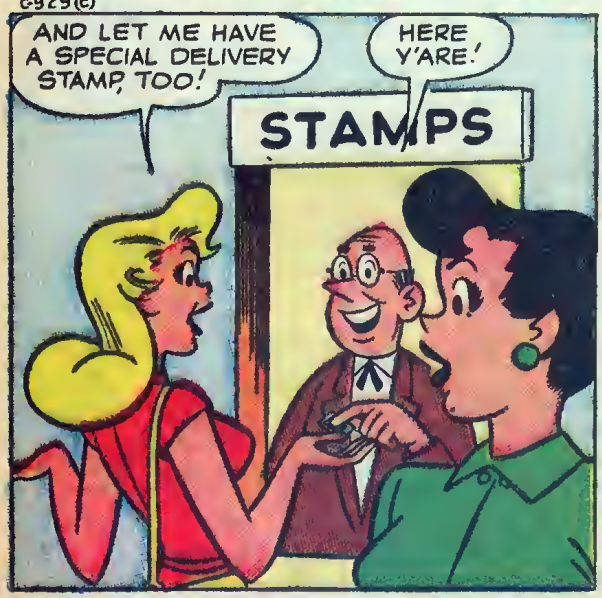
No C.O.D. Service to APO, FPO, or Foreign Addresses. Include payment with order.

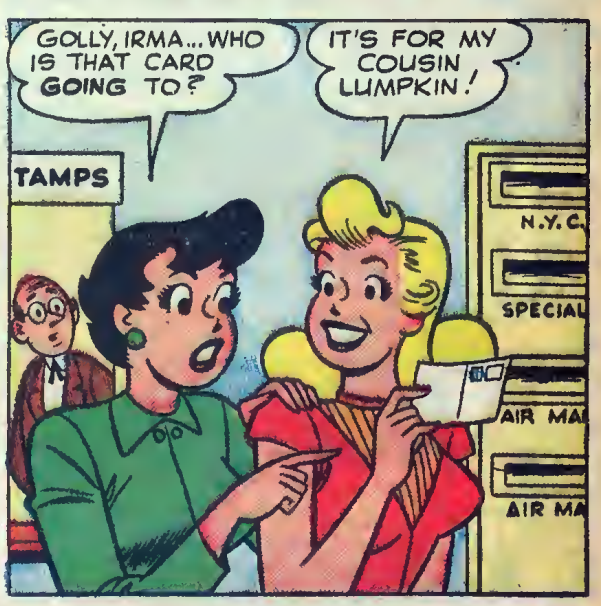
My Friend IRMA
WE'RE FORMING A BASEBALL POOL HERE IN THE OFFICE, IRMA!
A BASEBALL POOL?
IRMA'S DRESSES BY: JUDY BROUILLARD 461 E. 1ST AVE. CHICO, CALIF.
by Stan & Dan
C 929 (8)
SURE! YOU KNOW WHAT THAT IS, DON'T YOU?
OF COURSE!
WELL THEN... HOW ABOUT IT?
OKAY!
THE NEXT DAY...
IRMA! ARE YOU READY TO JOIN OUR BASEBALL POOL?
YES... I'LL BE RIGHT WITH YOU!
MILTON J. CLYDE
ATTORNEY AT LAW
WHEN DO WE START?


My Friend IRMA
UNITED STATES POSTAGE
6 CENTS 6
DRESSES BY:
LINDA ANN WERNER
66 E. SOUTH ST.
PAINESVILLE, OHIO

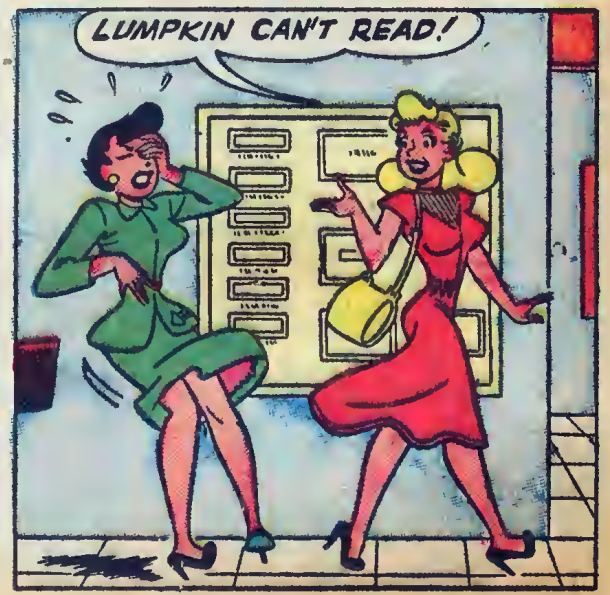
C-929(C)


I'D LIKE AN AIR MAIL STAMP!
YES, MA'AM!
THAT MUST BE AN IMPORTANT POST CARD!
STAMPS
by Stan & Dan


AND LET ME HAVE A SPECIAL DELIVERY STAMP, TOO!
HERE Y'ARE!
STAMPS


GOLLY, IRMA... WHO IS THAT CARD GOING TO?
IT'S FOR MY COUSIN LUMPKIN!
TAMPS
N.Y.C.
SPECIAL
AIR MA
AIR MA

BUT, COOKIE... YOU DIDN'T WRITE ANYTHING ON THE CARD!
THAT'S OKAY...
N.Y.C.
SPECIA
AIR MA

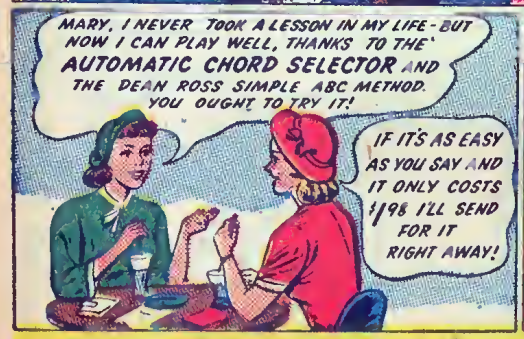

LUMPKIN CAN'T READ!

My Friend IRMA
IRMA'S DRESS BY:-
FAYE VECKERT
2327 WACO ST.
SAN ANGELLO, TEX.
by
Stan & Dan
C929 (D)
I THINK THE NEW THREE-DIMENSION MOVIES ARE WONDERFUL!
SO DO I!
I SEEN TWO OF THEM ALREADY!
I SEEN ONE AND I'M GONNA SEE ANOTHER!
HOW ABOUT IRMA?
OIMA? LE'S ASK HER!
HEY, OIM... YOU SEEN ANY PITCHERS WIT' THREE DIMENSION?
OH NO...
I USUALLY SEE THEM WITH AL!

PLAY PIANO THE FIRST DAY.. OR DON'T PAY!

Here's Your Chance to BE POPULAR!

I'M CERTAINLY MISSING A LOT OF FUN, AND DATES, TOO. IF I COULD ONLY PLAY THE PIANO THE WAY BETTY DOES. 'WONDER HOW SHE LEARNED SO FAST? I'LL ASK HER THE FIRST CHANCE I GET.


MARY, I NEVER TOOK A LESSON IN MY LIFE - BUT NOW I CAN PLAY WELL, THANKS TO THE AUTOMATIC CHORD SELECTOR AND THE DEAN ROSS SIMPLE ABC METHOD. YOU OUGHT TO TRY IT!
IF IT'S AS EASY AS YOU SAY AND IT ONLY COSTS $1.98 I'LL SEND FOR IT RIGHT AWAY!

"I learned to play a song in 10 minutes."
—A.C.C., Washington

"Even if one never played a note it is easy."
—C.G.H., New Hampshire

"Now I can play sheet music beautifully."
—F.S., New York

Hundreds of thankful, enthusiastic letters like these are in our files.

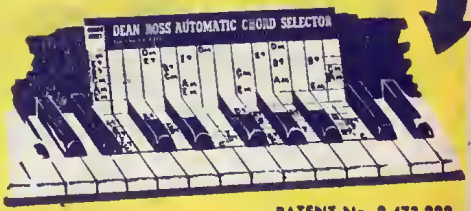
New, PATENTED AUTOMATIC CHORD SELECTOR Guides Your Fingers

YOU, too, can play piano with BOTH hands, in no time at all! Thousands have learned to play this fast, easy way. With the amazing, new invention, the AUTOMATIC CHORD SELECTOR there's really nothing to it. Before long you're playing songs everyone enjoys . . . from Hit Parade numbers and hymns to beautiful old ballads.

This is no trick method. You actually learn to read and play any sheet music. And, the patented AUTOMATIC CHORD SELECTOR guides your fingers every note of the way. No scales, no exercises, no dreary practicing. You actually play the minute you sit down at the piano. You gain ease, assurance and a professional style as you go through the 30 lessons and 40 songs

Instead of paying the studio charge of $5 a lesson, you can enjoy the 30 lessons, $150 worth, in the privacy of your home for just $1.98. The Dean Ross Piano Course can open up a whole new world of happiness. Now you can be the "hit" of every party the center of attraction wherever you go. Don't delay another minute, mail the FREE-TRIAL Coupon NOW!

NO SCALES!
NO EXERCISES!
YOU PLAY INSTANTLY!



PATENT No. 2,473,222

Complete Course only $1.98 — Including the PATENTED AUTOMATIC CHORD SELECTOR
No Extras — SEND NO MONEY!

You have 10 full days to prove to yourself the value of the Dean Ross Piano method. When the complete course with its 30 clearly illustrated lessons (worth $150 at the studio) and 40 favorite songs, together with the patented AUTOMATIC CHORD SELECTOR is delivered, pay postman just $1.98 plus postage. Try the course for 10 days with the understanding that you must learn to play with both hands or your full purchase price will be refunded at once. The patented AUTOMATIC CHORD SELECTOR is yours to keep in any event. You have nothing to lose . . and popularity and fun to gain, so mail coupon today!

DEAN ROSS PIANO STUDIOS INC., Dept. C-1820
45 West 45th Street • New York 36, N. Y.

10-Day FREE TRIAL COUPON — Mail Today!

DEAN ROSS PIANO STUDIOS, INC., Dept. C-1820
45 West 45th Street, New York 36, N. Y.

Send the PATENTED AUTOMATIC CHORD SELECTOR with the complete Dean Ross Piano Course consisting of 30 illustrated lessons and 40 popular songs. On delivery, will pay postman only $1.98 plus postage. If not completely thrilled, I may return the Course in 10 days for immediate refund of purchase price. The PATENTED AUTOMATIC CHORD SELECTOR is mine to keep.

Name_____
(Please Print)

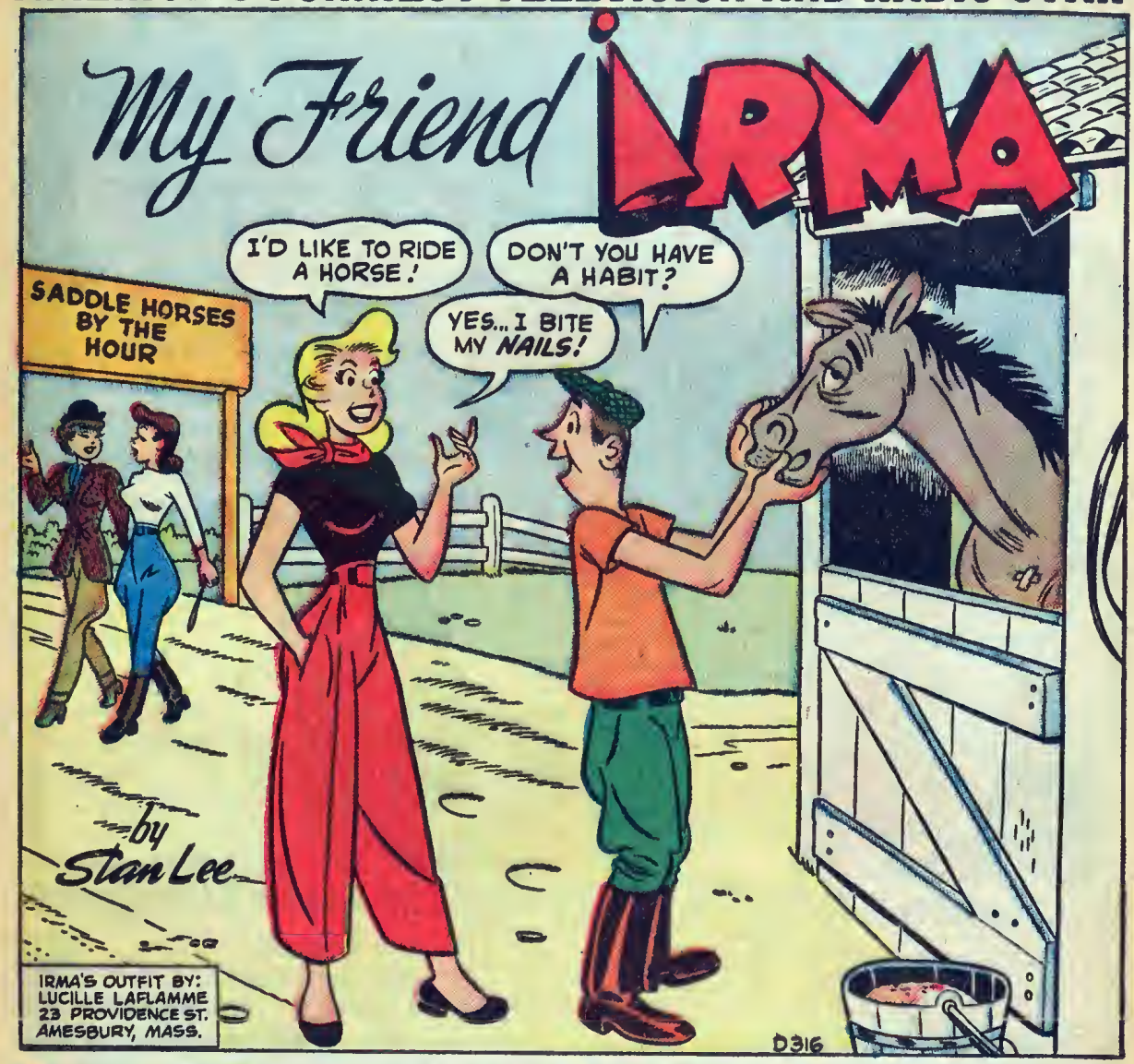
Address_____

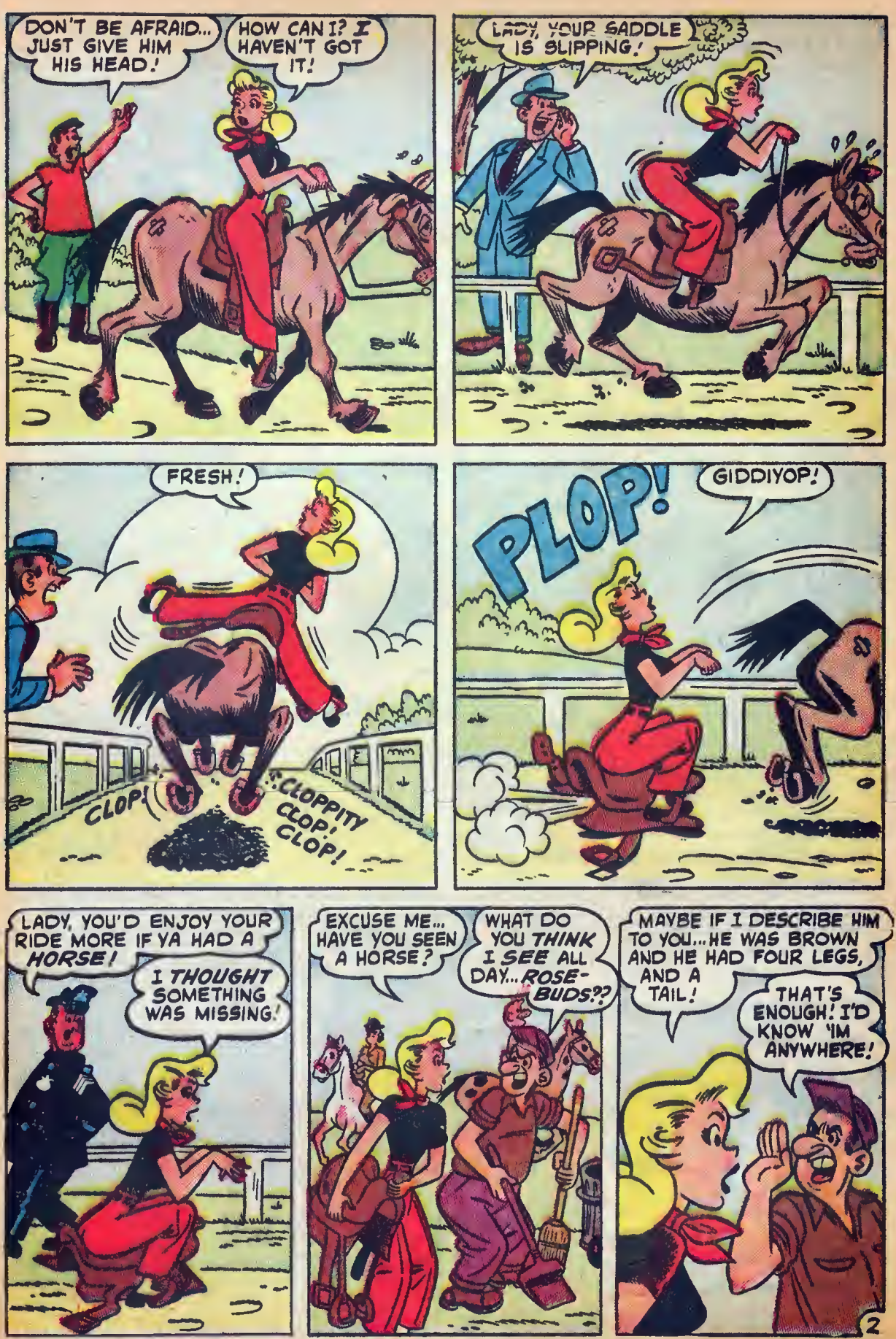
City & Zone_____ State_____

☐ *SAVE MONEY! Enclose $1.98 and we pay postage. Same Refund Guarantee.*

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA


I'D LIKE TO RIDE A HORSE!
DON'T YOU HAVE A HABIT?
YES... I BITE MY NAILS!
SADDLE HORSES BY THE HOUR
by Stan Lee
IRMA'S OUTFIT BY: LUCILLE LAFLAMME 23 PROVIDENCE ST. AMESBURY, MASS.
D316


DON'T BE AFRAID... JUST GIVE HIM HIS HEAD!
HOW CAN I? I HAVEN'T GOT IT!
LADY, YOUR SADDLE IS SLIPPING!
FRESH!
CLOP!
CLOPPITY CLOP! CLOP!
PLOP!
GIDDIYOP!
LADY, YOU'D ENJOY YOUR RIDE MORE IF YA HAD A HORSE!
I THOUGHT SOMETHING WAS MISSING!
EXCUSE ME... HAVE YOU SEEN A HORSE?
WHAT DO YOU THINK I SEE ALL DAY... ROSE-BUDS??
MAYBE IF I DESCRIBE HIM TO YOU... HE WAS BROWN AND HE HAD FOUR LEGS, AND A TAIL!
THAT'S ENOUGH! I'D KNOW 'IM ANYWHERE!

OH, THERE HE IS!
THAT'S A HORSE???
LADY! YOUR HORSE IS EATIN' THEM FLOWERS!
ISN'T THAT AMAZING? I DIDN'T KNOW HE COULD DO TRICKS!
THAT'S A MISDEMEANOR!
OH! I THOUGHT IT WAS A PANSY!
AND SO...
IRMA, WHAT ARE YOU HERE FOR NOW?
EATING FLOWERS, JUDGE!
DAN DE CARLO
IF YOU'RE THAT HUNGRY, HERE'S A DOLLAR...GO OUT AND GET A GOOD MEAL! CASE DISMISSED!
THANK YOU, YOUR HONOR!
3
OUTSIDE AGAIN...
I'VE BEEN WAITING FOR YOU!
WELL, MY GOODNESS...YOU DIDN'T EXPECT ME TO BRING HIM INSIDE, DID YOU?
CITY COURT
NO PARKING
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

Samba
Rhumba

Have Fun! Thrills! Romance!

Anyone Can Learn to Dance

Jitterburg
Fox Trot
Waltz
Square Dances

Why put off learning to Dance — NOW Here's a much EASIER WAY than YOU ever SAW!

No longer do YOU have to sit and watch while others enjoy dancing . . . NOW you can *join the fun!* Think of the great pleasure You'll get, SURPRISE and AMAZE your friends when they see you *do the latest dance steps* with ease. Learn from simple lessons by Betty Lee, one of America's foremost dance authorities.

ONLY $1.98 POSTPAID

LEARN THE FOX TROT, COUNTRY DANCES, RHUMBA, SAMBA, CALL SQUARE DANCES!

16 COMPLETE DANCE COURSES — Each worth as much as you pay for the entire book. Join thousands who have *learned to dance* with the help of *this* amazing book. Written in simple language full of easy-to-follow illustrations — You Learn to Dance in the *Privacy of Your Own Home.*

LEARN TO DANCE IN 5 DAYS OR PAY NOTHING . . . Here's a wonderful offer. Test this exciting book 5 days — See how it can help *you become a smooth dancer* and be admired. Yes, You *Dance in 5 Days* or return book for prompt refund of purchase price.

MAIL COUPON TODAY

PIONEER PUBLICATIONS INC. Dept. 1036
1790 Broadway, New York 19, N. Y.

Please rush my copy of "Dancing" in plain wrapper. If I am not satisfied I may return book in 5 days for full refund of purchase price.

☐ Send C.O.D. I'll pay postman $1.98 plus postage.
☐ I enclose $1.98, you pay postage. Same guarantee applies.

NAME _____ ADDRESS _____
CITY _____ STATE _____
*Canada and Foreign — $2.25 in advance.

If You Can Do This Step — You Can Dance In 3 Days!

Here's how this exciting book can help you become a smooth dancer. It's full of easy-to-follow diagrams and instructions.

Be LUCKY in LOVE!

Is love — or lack of it — giving you a rough time? Will your next move be the smart thing? Avoid disappointment, heartbreak! Save yourself lots of tragedy. Don't be a *Faux Pas!* For tested tactics, use HOW TO GET ALONG WITH GIRLS, HOW TO GET ALONG WITH BOYS, and HOW TO WRITE LOVE LETTERS. Put psychology to work. Make your own lucky breaks. Win your "one and only." It's easy with these three amazing handbooks.

10-DAY TRIAL OFFER

FREE 10 days' trial if you mail coupon now. Get your copy in plain wrapper by return mail. Money back if not delighted.

READ FOR YOURSELF

How To Interest Someone in You . . . Get Dates . . . Win His or Her Love . . . Become the "One and Only" . . . "Make up" After a Quarrel . . . Express Your Love . . . Hold Your Sweetheart . . . Be a Personality . . . Improve Your Conversation, Looks, Manners . . . Overcome Inferiority . . . and many more topics.

WRITE *Thrilling* LOVE LETTERS

PARTIAL CONTENTS

How to "Break the Ice"
How to Make Everyday Events Sound Interesting
How to Make Your Sweetheart Write More Often
How to Express Your Love
How to Make (or Break) a Date
How to Acknowledge a Gift
How to "Make Up"
How to Say "Those Little Things"
How to Make Him (or Her) Miss You
How to Propose by Letter

MAIL COUPON TODAY!!!

PLAZA BOOK CO., Dept. C 1510
109 Broad St., New York 4, N. Y.

Send book or books checked below . . . enclose _____ (saving postal charges). If not pleased, I may return for refund.

☐ How To Write Love Letters @ 98c
☐ How To Get Along With Girls @ 98c
☐ How To Get Along With Boys @ 98c

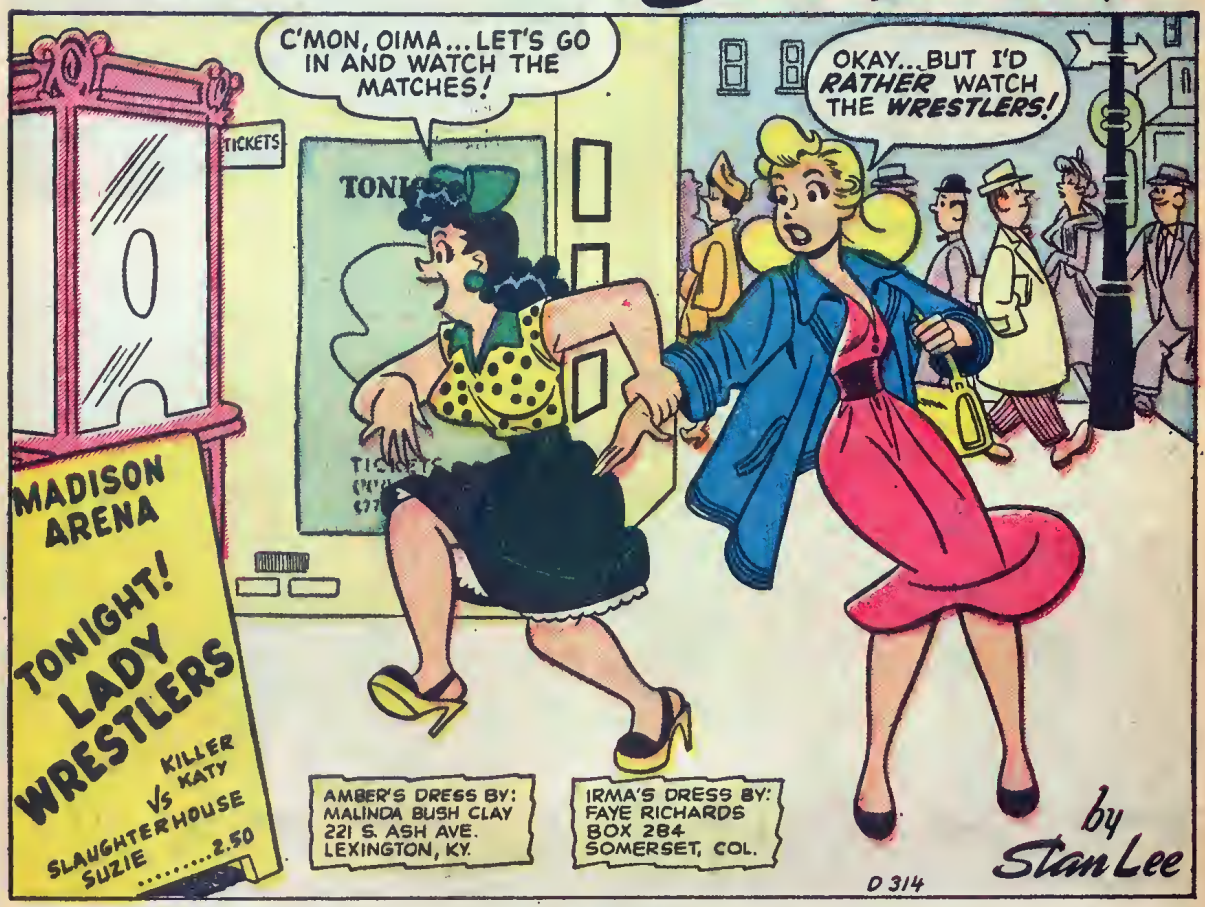
NAME _____
ADDRESS _____
CITY _____ ZONE ____ STATE _____

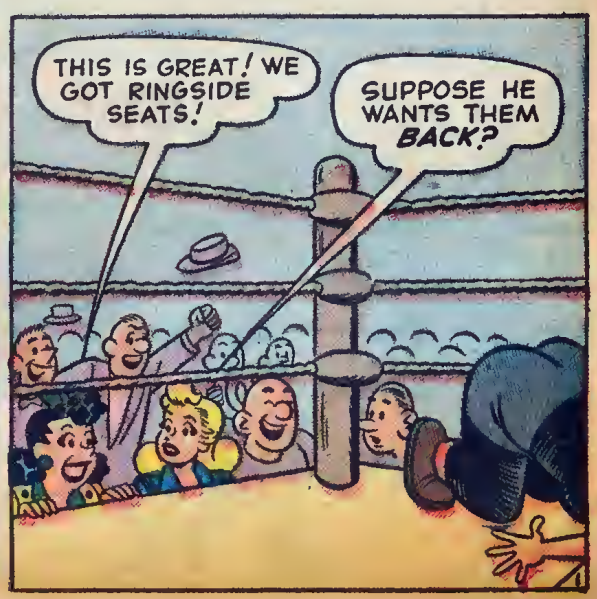
☐ Check here if you prefer C.O.D. You pay postmen 98c per book plus postal charges.

My Friend IRMA
by Stan & Dan
WHERE ARE YOU GOIN', COOKIE?
SHOPPING!
DRESSES BY:
LINDA KLEIN
BOX 111
ROMOLAND, CALIF.
C929(E)
DON'T BUY ANYTHING SILLY!
YOU KNOW ME!
YEAH!
LATER...
GOSH! IRMA'S BACK EARLY!
HI, JANEY... LOOK WHAT I BOUGHT!
ISN'T IT A LOVELY SWEATER?
SWEATER? THEN WHY HAVE YOU GOT IT WRAPPED AROUND YOUR HAND?
THE SALESGIRL TOLD ME IT FITS ME LIKE A GLOVE!
!!

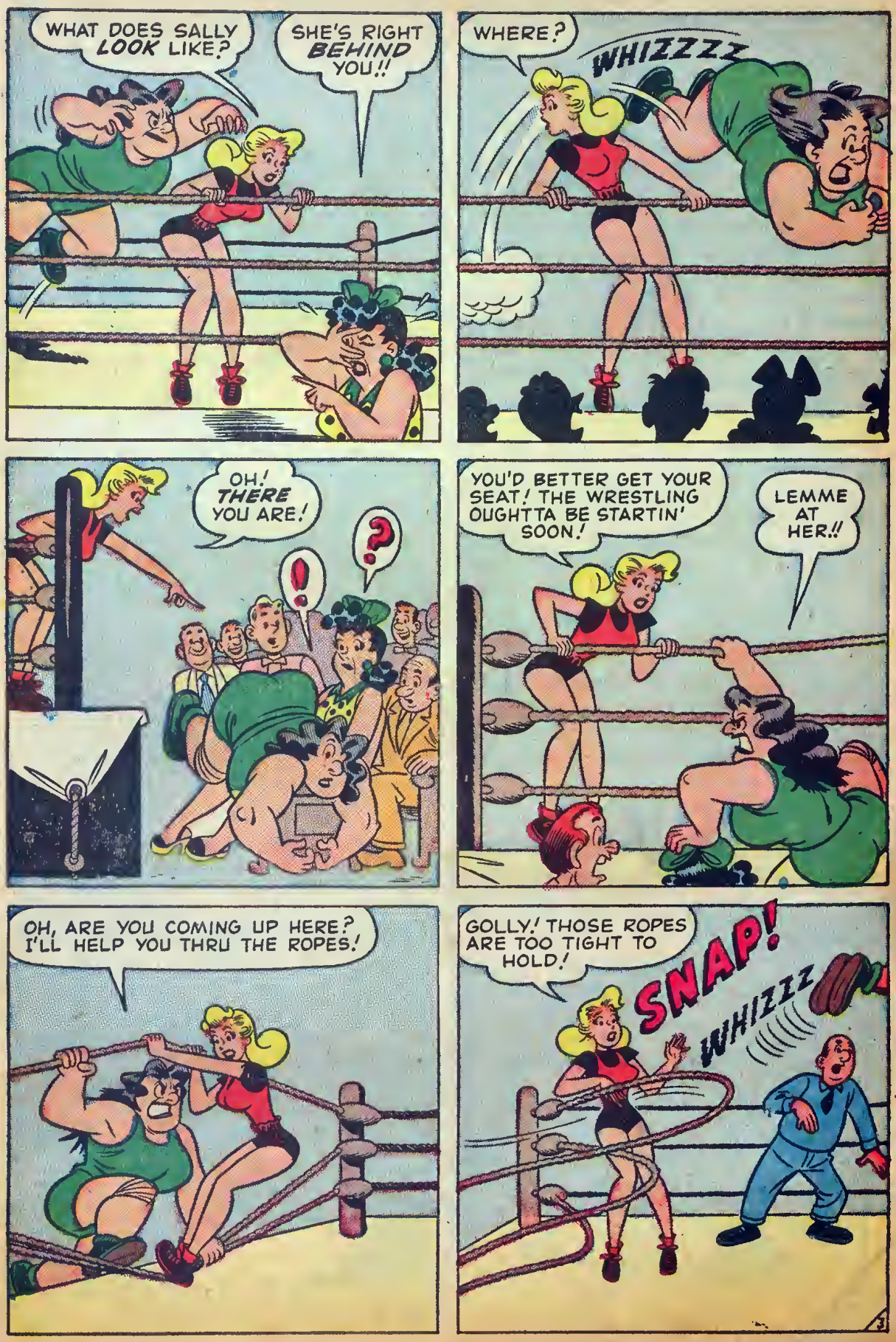
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA


C'MON, OIMA... LET'S GO IN AND WATCH THE MATCHES!
TICKETS
TONI
MADISON ARENA
TONIGHT! LADY WRESTLERS
KILLER KATY
Vs
SLAUGHTERHOUSE SUZIE 2.50
OKAY... BUT I'D RATHER WATCH THE WRESTLERS!
AMBER'S DRESS BY: MALINDA BUSH CLAY 221 S. ASH AVE. LEXINGTON, KY.
IRMA'S DRESS BY: FAYE RICHARDS BOX 284 SOMERSET, COL.
by Stan Lee
D 314



LADIES AND GENTLEMEN! STRANGER SALLY CHALLENGES ANY LADY IN THE AUDIENCE TO STAY IN THE RING WITH HER FOR 5 MINUTES!
I THINK I'LL TAKE MY COAT OFF...
AH! THERE'S A VOLUNTEER STANDING UP! COME RIGHT THIS WAY, MADAM!
HUH?
I'LL HELP YOU, LADY!
OKAY...BUT IT WOULD HAVE BEEN EASIER TO JUST HOLD MY COAT ON MY LAP!
JUST STEP INTO THIS PORTABLE DRESSING ROOM AND PUT ON THIS OUTFIT!
WHAT A FUNNY WAY TO CHECK COATS!
SHE'S READY! START THE MATCH!
BONG!
WHERE DID AMBER GO?
IRMA! LOOK OUT FOR SALLY!
OH... ARE WE MEETING SOMEONE ELSE HERE?
2


WHAT DOES SALLY LOOK LIKE?
SHE'S RIGHT BEHIND YOU!!
WHERE?
WHIZZZZ
OH! THERE YOU ARE!
?
!
YOU'D BETTER GET YOUR SEAT! THE WRESTLING OUGHTTA BE STARTIN' SOON!
LEMME AT HER!!
OH, ARE YOU COMING UP HERE? I'LL HELP YOU THRU THE ROPES!
GOLLY! THOSE ROPES ARE TOO TIGHT TO HOLD!
SNAP!
WHIZZZ

BONK..
YER OUT!
NO, SHE'S NOT! SHE'S RIGHT THERE!
YOU WIN THE MATCH!
YOU OUGHTTA HAVE A BETTER PRIZE THAN THAT!
I'VE GOT A MATCH!
DAN DE CARLO
WOULD YOU LIKE TO DELIVER A SPEECH?
ALL RIGHT... IF IT'S NOT TOO FAR FROM HERE!
AND SO...
OIMA, I'M PROUD OF YOU!! ARE YA HAPPY?
YES, EXCEPT FOR ONE THING...
RENA EXIT
TONIC
...I NEVER DID GET TO SEE ANY LADY WRESTLERS!
!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

Sensational Get-Acquainted Offer to New Friends!

Don't Pay a Penny for these Newest Frocks!

YOU CHOOSE from more than 100 BEAUTIFUL STYLES

and make fine extra money even in your spare hours!

You've never read more exciting news! Think of taking your pick of more than 100 beautiful, colorful, latest-style dresses and making them your very own *without paying even one cent!* All you do now is mail the coupon at the bottom of this page. Don't send any money now or any time. You'll receive *absolutely free* the most thrilling display of gorgeous styles you ever saw . all the latest fashions . . . all the new miracle wonder fabrics like dacron, nylon, orlon . . . in convertibles, casuals, mix-and-match, separates—suits, sportswear, and hosiery and lingerie too! Just select the dresses you want for yourself and they're *yours* simply for showing the beautiful styles and sending only a few orders for friends, neighbors, co-workers, or members of your family. That's all! You don't pay one cent for your own dresses—and you can get dress after dress this easy way!

MAKE EXTRA MONEY TOO! The moment folks see the beautiful styles, the vast selection, and the *low, money-saving prices*, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses *without paying a single penny*—and, in addition, you collect and keep a generous cash profit for every order you send. Don't wait! We'll send you everything you need ABSOLUTELY FREE.

Lovely Dresses for CHILDREN of All Ages!

Get them without paying one cent by using our plan! Adorably-styled, long-wearing dressas—including famous Dan River Ginghams and also T shirts, separatas, mix-and-match, playwear, nightwear for children.

Women like you write exceptional letters like these

No Longer Buys Dresses!

The dresses I used to buy I now get without paying for them! And I make $12.00 to $15.00 in a week spare time besides! DOROTHY HOUGH, Mo.

2 Hours Pays $10.00

My first experience with Harford Frocks netted me $10.00 in about 2 hours. It was fun, and I made new friends. Mrs. S.W. COLE, West Virginia

FREE! *Just Mail Coupon Below!*

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting EXTRA CASH besides. Mail the coupon NOW

HARFORD FROCKS, INC.
Dept K 286., Cincinnati 25, Ohio

PASTE ON POSTCARD—AND MAIL!

Harford Frocks, Inc., Dept. K-286 Cincinnati 25, Ohio

RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

Name _____

Address _____

City _____ State _____

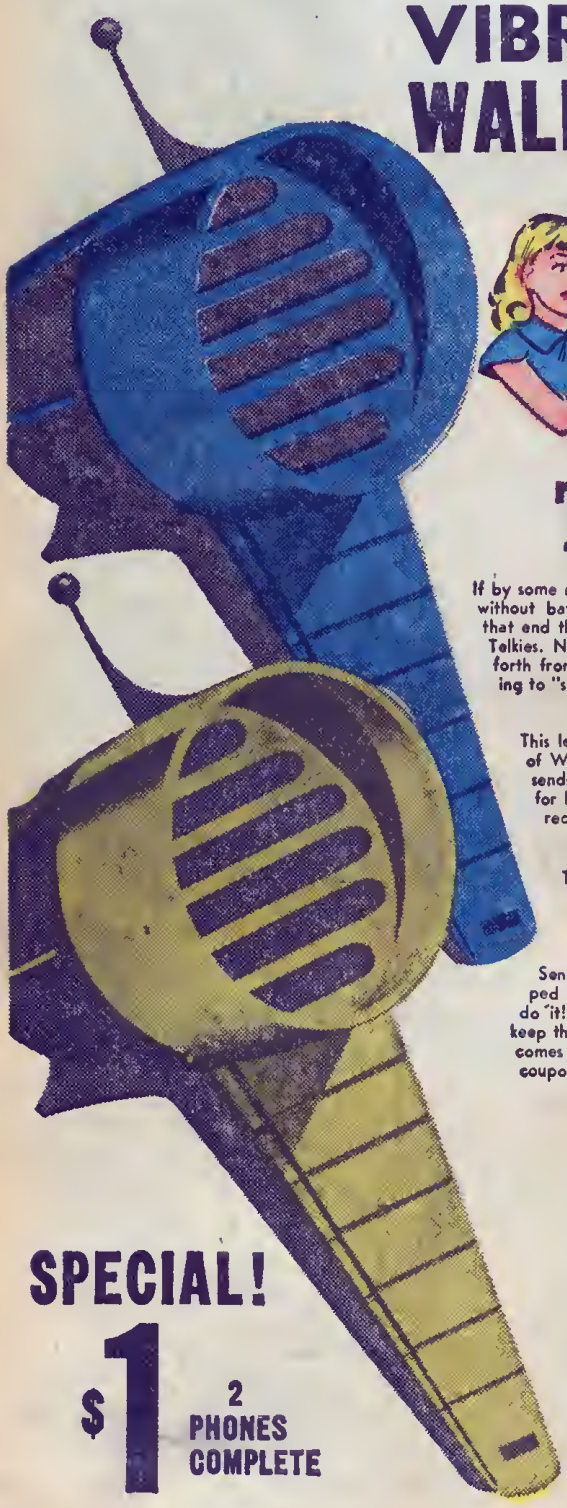
Dress Size _____ Age _____

FREE! *Mail Coupon Now!*

NEW! 1953 "Space Commander"

VIBRO-MATIC WALKIE-TALKIES

2 PHONES ONLY $1



2 WAY
SENDS! RECEIVES!
VOICE - SONGS - MUSIC

Thrills & Fun Galore!

If by some magical means you could talk with your neighbor and friends—without electric wires, without batteries or electric current, wouldn't you pay $100 or more? Well you can do just that and the entire cost to you is only ONE DOLLAR for TWO "Space Commander" Walkie-Talkies. Not just a toy—but an amazing communication system. NOW you can talk back and forth from house to garden, between rooms, between your house and your friends'. How thrilling to "speak thru space"!

Works like Magic . . . Guaranteed!

This latest, newest 1953 model is a well made product of the world's largest manufacturer of Walkie-Talkies. Uses highly sensitive Vibrometic design. Each phone is self-contained and sends as well as receives messages, songs, music, etc. which travel over the conductor line for hundreds of feet, clear and distinct. Requires no license. Will not interfere with radio reception. Works equally well indoors or out.

Endless Fun . . . Educational!

This new 2-WAY WalkieTalkie System provides endless fun for the entire family, for boys and girls and adults too! Inspirational. Helps overcome shyness, aids voice training. Real "Space Planet" design in handsome colors. Hard to break. They're rugged!

5 Day Trial — Money Back Guarantee.

Send only one dollar, cash, check or money order and your Walkie-Talkies will be shipped on 5 day home trial—instantly! Easy to use directions—even a 5-year-old child can do it! Enjoy them with your family and friends for 5 whole days free of any obligation to keep them . . . entirely at our risk! If you're not thrilled and satisfied in every way your dollar comes right back! Supply limited! Rush order now! Don't lose this big bargain! Mail coupon TODAY!

CONSUMERS MART, Dept. 99-L-28
131 West 33rd Street, New York 1, N. Y.

SPECIAL!

$1 2 PHONES COMPLETE

Rush this MONEY-SAVING COUPON

CONSUMERS MART, Dept. 99-L-28
131 West 33rd Street, New York 1, N. Y.

RUSH a complete set of SPACE COMMANDER WALKIE-TALKIES on 5 DAY TRIAL, post-paid. I enclose only $1.00 for the complete set of 2 phones and directions. If I am not thrilled and satisfied in every way, you are to send back my dollar with no questions asked.

NAME_____

ADDRESS_____

TOWN_____ STATE_____

☐ CHECK here if you wish order sent C.O.D. You pay $1.00 AND 35 cents postage on delivery.

Beautiful Swimproof Lips

MARY ELLEN KAY
featured in "Harness Bull," an RKO production

WITHOUT LIPSTICK

And These Newly Luscious Colors Can't Smear Anything —or Anyone

Bid 'good-by' to lipstick and see your lips more beautiful than ever before. See them decked in romance-hued *liquid* color that really can't smear. Obviously this miracle couldn't be performed by lipstick made of grease, and it isn't. *A Liquid does it . . .* Liquid Liptone contains no grease—no wax, no paste. Just pure, vibrant color.

Now you can make up your lips before you go out—and no matter what you do—or whether it be in sunlight or in moonlight—they will stay divinely red until long after you are home again.

Makes the Sweetest Kiss
Because It Leaves No Mark on Him!

Think of it! Not a tiny bit of your Liquid Liptone leaves your lips for his—or for a napkin or tea-cup. It stays true to *your* lips alone.

Feels Marvelous On Your Lips . . . they stay soft and smooth, protected against sun and wind. *At all stores $1*

Please try SEVERAL SHADES at my invitation

You can't possibly know how beautiful your lips will be, until you see them in Liquid Liptone. Check coupon. Enclose 25c for each shade. Mail it at once. I'll send you trial sizes of all shades you order. Each bottle is at least 2-week supply. Expect to be thrilled. You WILL be!

liquid liptone

SEND COUPON for generous Trial Sizes

PRINCESS PAT, Dept. 332-A
2709 S. Wells St., Chicago 16, Ill.

Send Trial Sizes of the shades I checked below. I enclose 25c each for each one.

- ☐ **Jewel**—Sophisticated ruby brilliance.
- ☐ **Medium**—Natural true red—very flattering.
- ☐ **Gypsy**—Vibrant deep red—ravishing.
- ☐ **Regal**—Glamorous rich burgundy.
- ☐ **Cyclamen**—Exotic pink—for evening.
- ☐ **Orchid**—A cool fuchsia pink.
- ☐ **English Tint**—Inviting coral-pink.

☐ **CHEEKTONE**—"Magic" natural color for cheeks.

Miss
Mrs. _____

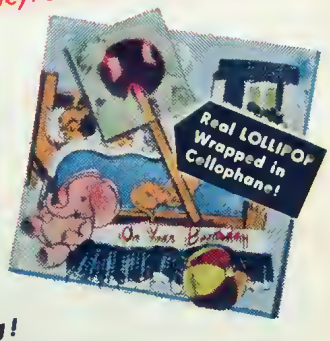
Address _____

City _____ State _____

PRINCESS PAT, 2709 SO. WELLS ST., CHICAGO 16, ILL

Amazing New Kind of Greeting Cards

They ACT and MOVE... They Contain Real Gifts... They GLISTEN Like Gems... They're Good Enough to EAT...



. . . and Each Holds a Heart-Warming Greeting!

. . . NO WONDER IT'S SO EASY FOR FOLKS TO

Make Good Money

without taking a job or putting in regular hours—AND WITHOUT EXPERIENCE!

10 Orders In ½ Hour

"I received these ten orders in about 30 minutes. Everyone just 'ah'd' and 'oh'd' over cards. It's going to be very easy."—Rita J. Shaw, N. Y.

Fine Spare-Time Profits

"In Nurses' course I made practically all expenses selling Doehla Cards." — Dorothy Nephew, R.N., Calif.

Makes $17.95 After School

"In 3½ hrs. got orders for 20 boxes...25 more by end of week. Made $17.95 in 1 week." — Miss M. Richardson, New York.

20 Boxes In 2 Hours

"I'm thrilled with beauty of cards; so are my friends. I have now sold about 20 boxes . . . in about 2 hours' time."—Bernice Johnson, S. Dak.

WHEN you show cards as new, unusual, and attractive *as these*—you'll find it so easy to make extra spending money *all year 'round!*

Just let your friends and neighbors and co-workers SEE these lovely Doehla Christmas and All Occasion box assortments. YOU don't have to say another word! Watch them marvel at the richly beautiful designs, the warm glowing colors; the exciting new features . . . magic surprises that POP UP . . . GLISTEN and SPARKLE . . . EVEN CONTAIN VALUABLE GIFTS.

Your Friends Get a Bargain

Everybody these days needs and buys greeting cards the whole year 'round. By ordering these assortments from YOU, they save themselves the bother of shopping. They get top quality cards for even less than *ordinary* cards cost in the stores. They're sure of always having the right card on hand every time they want to send birthday, anniversary, wedding, new baby greetings . . . or to cheer up a sick friend. And see how eager they'll also be to order your lovely Doehla stationery, gift wrappings!

If your church, club or organization wants a quick easy way to raise funds all year 'round—write us, giving your name, name and address of organization, and name of person in charge of fund raising. We will send our valuable guide for groups, together with sample kit, on approval.

You Make Money

Your friends will thank you for "letting them in" on these wonderful bargains. And YOU make as much as 60¢ on each box. NO EXPERIENCE IS NEEDED. Our free book shows how anyone, young and old, can make $10, $15, or even $25 a week in just a few spare-time hours.

FREE SAMPLE KIT
Nothing to Pay For! Nothing to Return!

Mail Free Trial Coupon NOW—without money. We will send you everything you need to begin earning money right away. Complete Details about excellent profits. Order-getting Sample Kit absolutely free — nothing to pay for. No obligation. Free samples of the new "Name-Imprinted" Christmas cards and lovely personal stationery. Don't miss this chance to make friends and extra money — mail coupon NOW.

HARRY DOEHLA CO., Studio M1810, Nashua, N. H. (Or if you live west of the Rockies — mail coupon to Palo Alto, Cal.)

Artcrest Gift Wrapping; Matching Folders, Seals

"Petal Script" Stationery with Decorated Envelopes

Gift and "Thank You" Cards For Everyday

"Bouquet" Decorated Correspondence Notes

Mail Free-Trial Coupon — Without Money or Obligation

HARRY DOEHLA CO., Studio M1810, (Palo Alto, Calif.)
(If you live East of Ro... address Nashua C... (Nashua, N. H.)

Please ... me ABSOLUTELY FREE SAMPLE KIT; money ... Also send Free Stationery Samples, and Free Book ... ake Money and Friends—Showing Doehla Greeting ... ing to pay for. Nothing to return.

(Please Print)

City_____ State_____

Please state Zone No. (if any)

Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN — REPLACEMENT OR REFUND OF MONEY

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